

APR 11 2006

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FACSIMILE COVER SHEET

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Please deliver the following page(s) to: Mail Stop: Amendment

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Serial No.: 10/666,420

Filed: September 19, 2003

Entitled: ADHESIVE SHELF TALKER

Document: Amendment and Response to 2/16/2006 Office Action

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APR 11 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

Fowler et al.

Serial No.: 10/666,420

Filed: September 19, 2003

Atty. File No.: 4742CEDPM-43

For: ADHESIVE SHELF TALKER)

Group Art Unit: 3611

Examiner: Green, B.

AMENDMENT AND RESPONSE

CERTIFICATE OF FACSIMILE TRANSMISSION

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Signature: Corina K. AschenbrennerMail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Dear Sir:

Applicant submits this Amendment and Response to address the Office Action having a mailing date of February 16, 2006. Although no fees are believed due in connection with the filing of this paper, please charge any additional fees deemed necessary, or credit any overpayment, to Deposit Account No. 19-1970.

Please amend the above-identified patent application as follows: